## ENTREPRENEURIAL ASSISTANCE CENTER
### 61ST GROUP
### September 21– November 23, 2020

<table>
<thead>
<tr>
<th>DAYS</th>
<th>TIME</th>
<th>PLACE</th>
<th>EVENTS</th>
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<tbody>
<tr>
<td></td>
<td>Monday &amp; Wednesday Evenings</td>
<td>Virtual via Zoom</td>
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<tr>
<td>TIME</td>
<td>6:00 p.m. – 9:00 p.m.</td>
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1. **September 9**  
   1:00-2:00 Start and Expand Your Business – Free Webinar

2. **September 21**  
   6:00-8:00 Business Model Canvas – Mitch Tobol  
   8:00-8:30 Customer Discovery Presentation – Sharon Goldsmith  
   8:30-9:00 Class worktime

3. **September 23**  
   6:00-9:00 Products/Services/Market Analysis  
   Mitch Tobol

4. **September 28**  
   Assignment 1 Due  
   6:00-7:00 Customer Discovery Report  
   7:15-9:00 Customer Profile/SWOT/Competitive Analysis  
   Mitch Tobol

5. **September 30**  
   6:00-9:00 Industry Patterns/Trends  
   Mitch Tobol

6. **October 5**  
   6:00-9:00 Branding/Positioning  
   Mitch Tobol

7. **October 7**  
   6:00-7:00 Executive Summary/Pitch Presentation Format Overview  
   7:15-9:00 Website/Social Media  
   Mitch Tobol

8. **October 12**  
   Assignment 2 Due  
   6:00-7:00 Customer Discovery Report  
   7:15-9:00 Media Strategies  
   Mitch Tobol

9. **October 14**  
   6:00-9:00 Sales  
   Mitch Tobol

10. **October 19**  
    6:00-9:00 Forms of Ownership/Taxes  
    Jack Sullivan

11. **October 20**  
    5:30-7:30 Excel Part 1 (Optional)  
    Elizabeth Lorentzen

12. **October 21**  
    8:00-10:00 Digital Marketing Seminar  
    Wednesday A.M.  
    Mitch Tobol
12. October 21  6:00-7:00  Banking/Loans/Credit  
Gary Raisig, Capital One Bank
7:15-9:00  Insurance/Risk Management  
Toni-Ann Kobel

13. October 26  Assignment 3 Due  
6:00-7:00  Customer Discovery Report
7:15-9:00  Pricing/Break Even Analysis/Operating Budget  
Mitch Tobol

October 27  5:30-7:30  Excel Part 2 (Optional)  
Elizabeth Lorentzen

14. October 28  6:00-9:00  Management/Personnel/Green Opportunities  
Mitch Tobol

15. November 2  Assignment 4 Due  
5:00-6:00  Pitch Presentation/PowerPoint Practice
6:00-7:00  Customer Discovery Report/Questions on Pitch Presentation
7:15-9:00  Recordkeeping  
Deborah Miraglia

November 3  5:30-8:30  PowerPoint (Optional)  
Elizabeth Lorentzen

16. November 4  6:00-9:00  Recordkeeping  
Deborah Miraglia

17. November 9  6:00-9:00  Financial Statements

18. November 11  Assignment 5 Due  
6:00-9:00  Financial Statements/Action Plan  
Deborah Miraglia

19. November 16  Assignment 6 Due  
6:00-9:00  Final Customer Discovery Report and Final Draft Business Model Canvas Discussion, Pitch Presentation Practice  
Mitch Tobol

20. November 23  6:00-9:00  Pitch Presentations (ideaHUb)  
Deborah Miraglia, Mitch Tobol

FINAL Business Model Canvas, Executive Summary, and Pitch Presentation Due Wednesday, November 18, 2020 by 10 am.